

Consumer Reports Basics

ESSENTIAL QUESTION: What resources are available to the consumer to assist them in making wise choices in the marketplace?

DIRECTIONS: Scan several issues of *Consumer Reports* looking for publication information; examine the table of contents and the general information about the magazine. After you have explored the magazine give complete answers to the following questions:

1. What is Consumers Union?
2. Paraphrase *Consumer Reports* "no-commercialization policy" and then explain why you think they have this policy.
3. Why do you suppose *Consumer Reports* does not accept advertising?
4. How does *Consumers Union* obtain products for testing?
5. Review the *RECALL* department in two issues. Describe one recall that is interesting to you.
6. Describe the *New or Used Car Price Service*. Why would this service be of use to the average consumer?
7. List four services you could purchase from Consumers Union which are described in *Consumer Reports*.

8. Check out the *SELLING IT* page in three issues. Describe the most outrageous "bit" and why it "bothered" you.
9. List three ways this publication could help you become a more informed consumer.
10. Scan the *FRONT LINES* section from two issues. Describe one issue of concern to consumers that interested you.

BONUS: Read and on a separate sheet of paper summarize a feature article of your choice. Your summary should include a paragraph on the following topics:

- a. General product information when considering a purchase
- b. Fact or features of the product
- c. Recommendations
- d. Consumer issues, if any, when making this purchase